



Love Your Data

Piotr Jaworski
Sales Manager, CEE
pjaworski@tableausoftware.com



Then: Big data everywhere,
various data stores, data stuck and
no insight – billions of rows of data.



*Now: Centralized view into data
across the organization.
Analytics to drive the site.*



Then: Doctors, nurses, all staff
want to use data to improve
the quality of service.



Now: Self service reporting for everyone. 800+ people using multiple sources of data to answer questions.



Irish Life

*Then: IT develops all reports. Slow.
Monday morning madness
to get data and insight.*

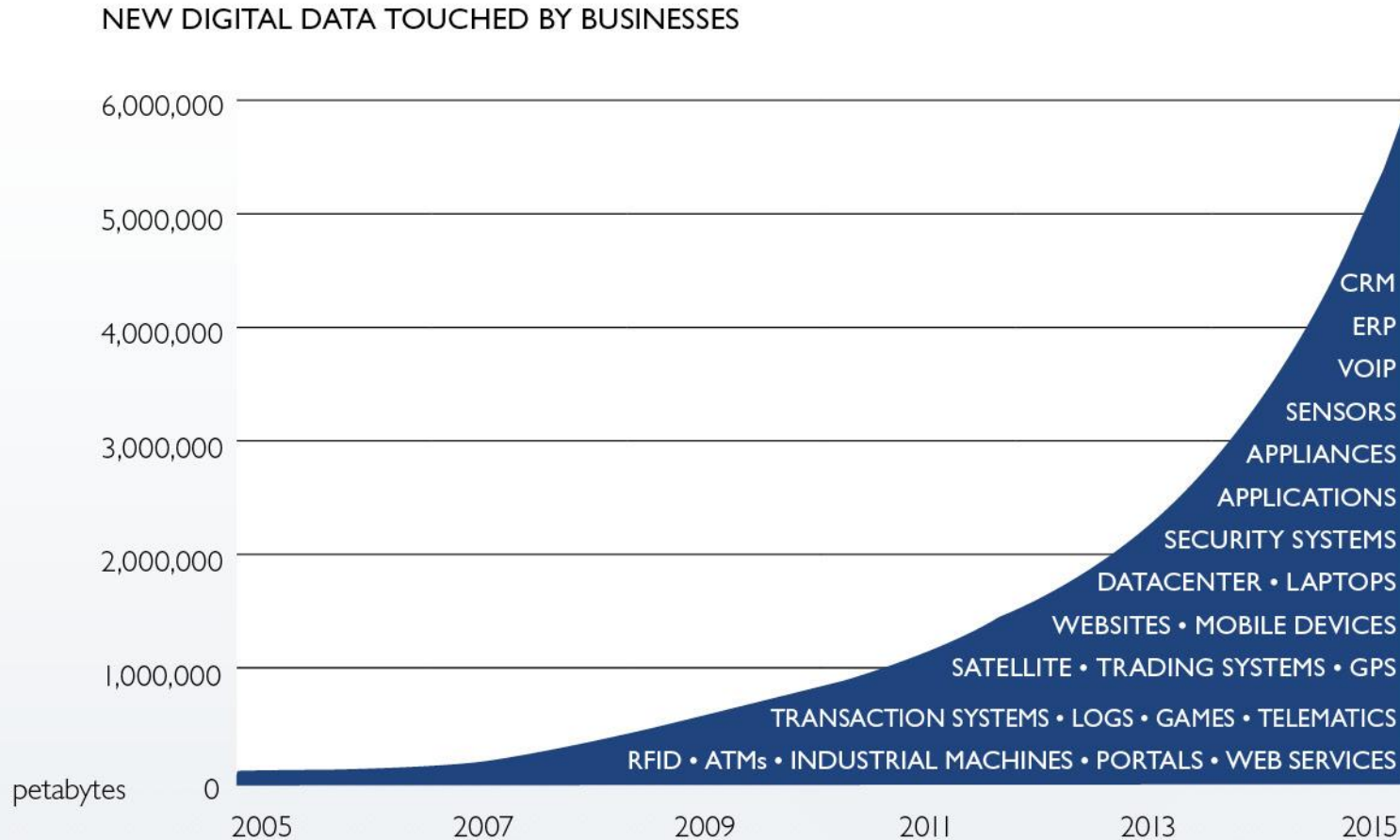


Irish Life

*Now: People can build and share
their own visual analytics.
Monday mornings are easy.*

The Problem: Volume of Data

Businesses are struggling to unlock exploding data



The Problem: Diverse Data

Businesses and their people are struggling to unlock diverse data

If we combine delivery routes, how will our supply chain change?

What are the results of our offline advertisements?

How do we incorporate social media feedback into our customer experience?

Which high value customers are having a poor support experience?

How can we reach 100% policy compliance while keeping costs low?


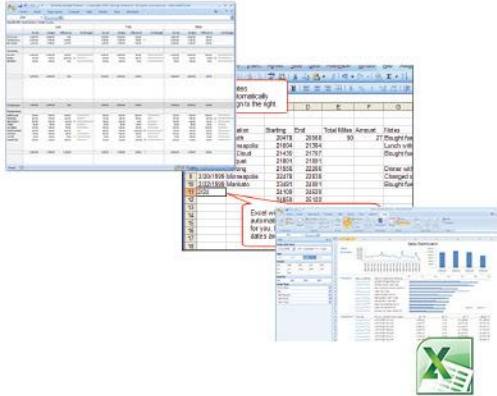

What is the margin contribution of each product line by state?

Integrated and correlated data



The Problem: Old School Software

Traditional technologies are complicated, inflexible and slow moving

THE MOST	THE MANY	THE FEW
		
Don't have business analytics, it's too hard	Waste countless hours in Excel, with poor results	Rely on an army of engineers and a high priest

ORACLE sas SAP
Microsoft IBM MicroStrategy

Where We Started

Fast and easy analytics for everyone



STANFORD
UNIVERSITY



(12) **United States Patent**
Stolte et al.

(10) Patent No.: **US 7,089,266 B2**
(45) Date of Patent: **Aug. 8, 2006**

(54) **COMPUTER SYSTEMS AND METHODS FOR
THE QUERY AND VISUALIZATION OF
MULTIDIMENSIONAL DATABASES**

(75) Inventors: **Chris Stolte**, Palo Alto, CA (US);
Diane L. Tang, Palo Alto, CA (US);
Patrick Hanrahan, Portola Valley, CA
(US)

(73) Assignee: **The Board of Trustees of the Leland
Stanford Jr. University**, Palo Alto, CA
(US)

5,664,172 A *	9/1997	Antoshenkov	707/4
5,664,182 A	9/1997	Nierenberg et al.	
5,668,987 A *	9/1997	Schneider	707/3
5,794,246 A	8/1998	Sankaran et al.	
5,864,856 A	1/1999	Young	
5,893,088 A *	4/1999	Hendricks et al.	707/3
5,933,830 A	8/1999	Williams	
6,031,632 A *	2/2000	Yoshihara et al.	358/403
6,032,158 A	2/2000	Mukhopadhyay et al.	
6,044,374 A	3/2000	Sesamoney et al.	
6,100,901 A	8/2000	Molda et al.	
6,115,744 A			

Publications

Design Choices when Architecting Visualizations
Chris Stolte, Diane Tang, and Robert Bosch

Proceedings of the Ninth IEEE Symposium on Information Visualization, October 2003.

Multiscale Visualization Using Data Cubes
Chris Stolte, Diane Tang and Pat Hanrahan

Best Paper Award
Proceedings of the Eighth IEEE Symposium on Information Visualization, October 2002.

**Query, Analysis, and Visualization of Hierarchically Structured Data using
Polaris**
Chris Stolte, Diane Tang and Pat Hanrahan

*Proceedings of the Eighth ACM SIGKDD International Conference on Knowledge Discovery
and Data Mining, July 2002.*

**Polaris: A System for Query, Analysis and Visualization of Multi-dimensional
Relational Databases (extended paper)**
Chris Stolte, Diane Tang and Pat Hanrahan

IEEE Transactions on Visualization and Computer Graphics, Vol. 8, No. 1, January 2002.

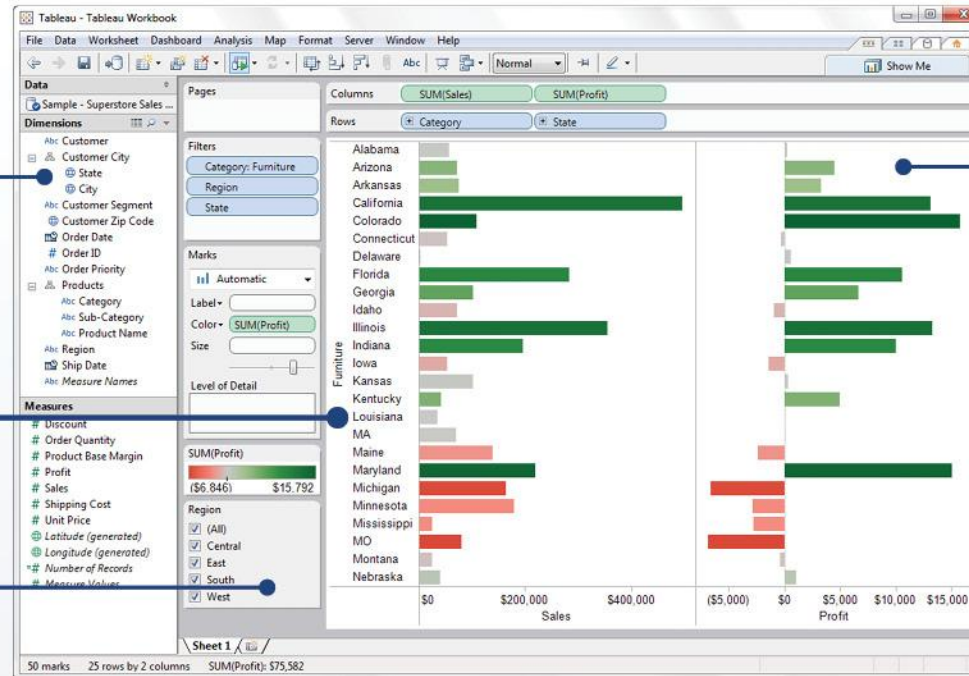
**Polaris: A System for Query, Analysis and Visualization of Multi-dimensional
Relational Databases**
Chris Stolte and Pat Hanrahan

Proceedings of the Sixth IEEE Symposium on Information Visualization, October 2000.

Rivet: A Flexible Environment for Computer Systems Visualization
Robert Bosch, Chris Stolte, Diane Tang, John Gerth, Mendel Rosenblum, and Pat Hanrahan
Computer Graphics, February 2000.

The Tableau Revolution

Fast and easy analytics for everyone



Intuitive drag and drop interface

Easy to create data mash-ups

Easy to use filters

Refresh 100MM records in 1 second



Tableau leverages data from its source

No longer needed:



Pull data into a proprietary silo



An army of engineers



A high priest



Lots of time

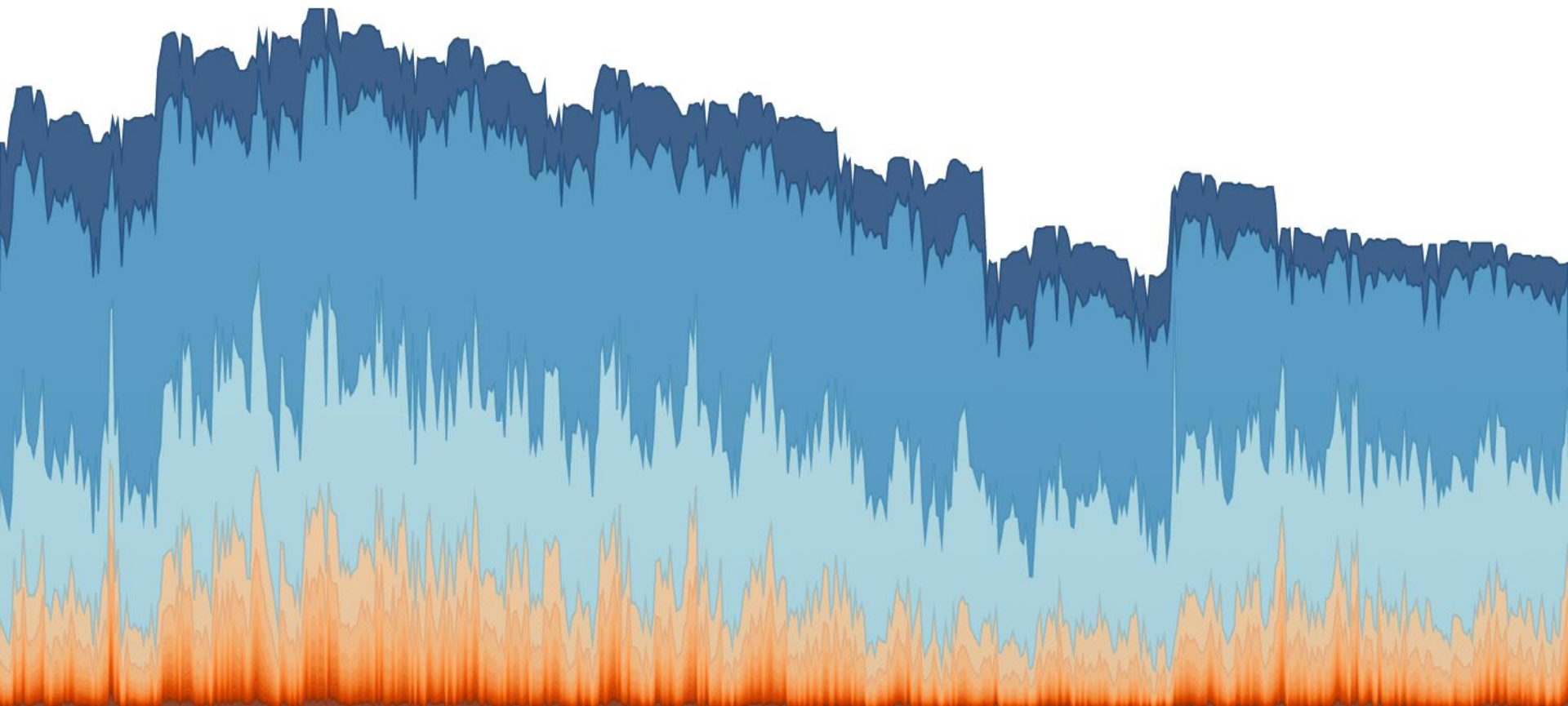


Heavy software customizations



Stale reports

Help **people**
see and **understand**
their **data**



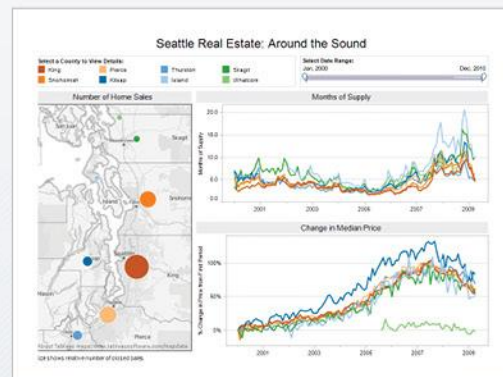
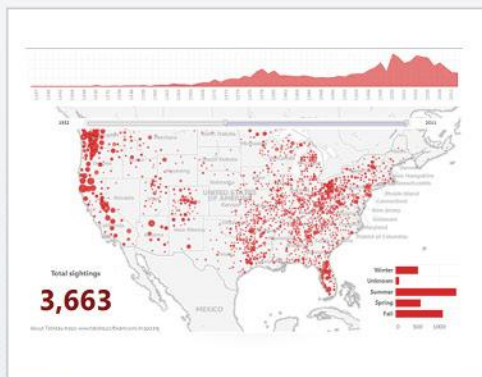
Faster

Rapidly unlock data, even big data, and gain on-time insight



Flexible

Transform all types of data into self-service analytics



For Everyone

Ease of use leads to adoption across all departments and use cases

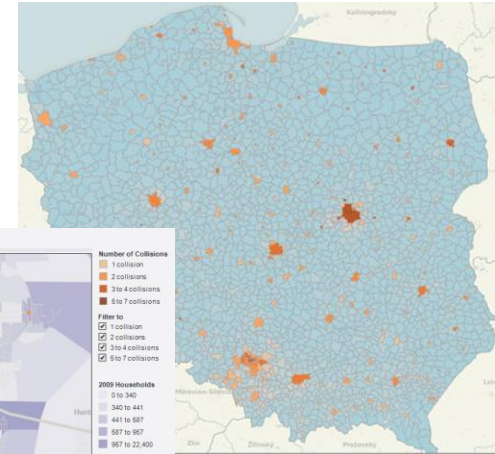


Mapping

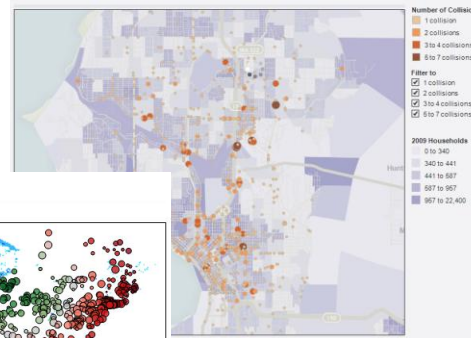
Built in Map for optimal visualization

- Longitude and latitude
- Post codes
- Names

Web Map Service (WMS) Support

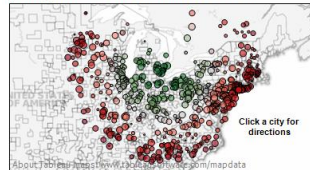


Bicycle Collisions Around Seattle

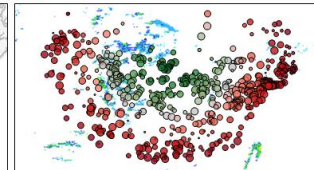


Routing and Logistics

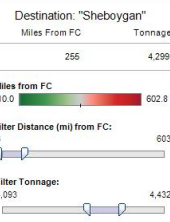
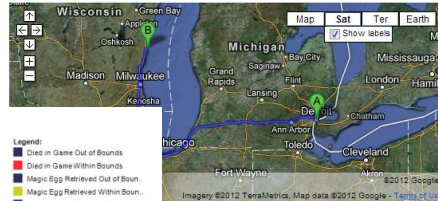
Delivery Cities from **Detroit** Fulfillment Center



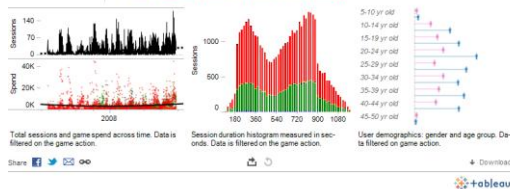
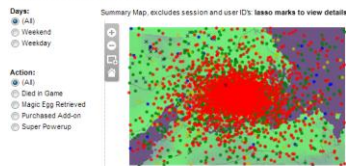
Current Weather



Directions via Google Maps



Game Event Dashboard



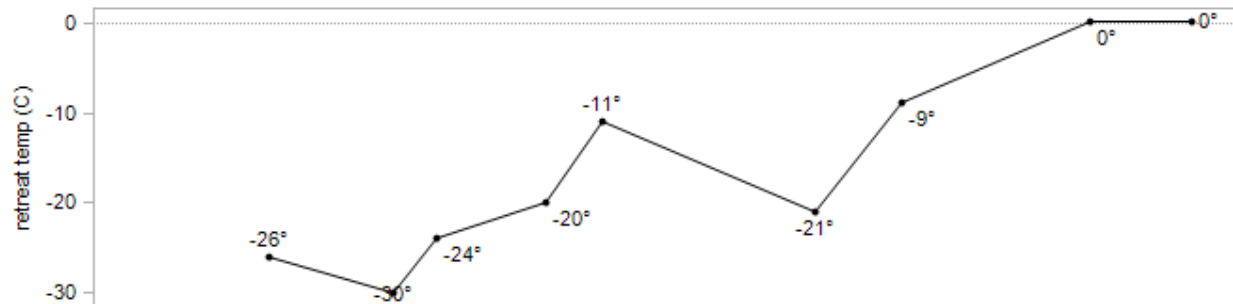
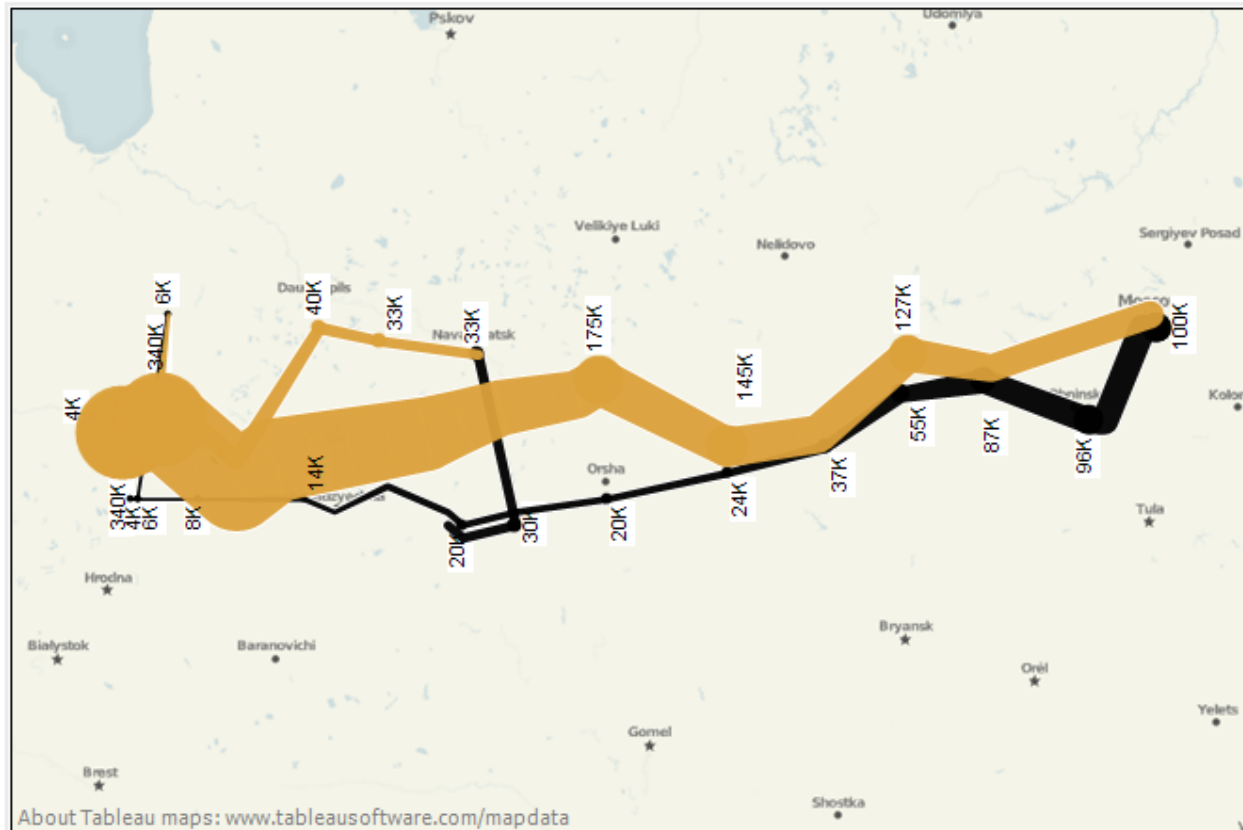
Custom geocoding

Custom background

Custom filled areas

Napoleon's March 1812

The losses of French army during the Russian campaign, 1812-1813.





Storms in 2010

19

Source: US National Oceanic
and Atmospheric Administration

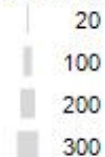
Year

< 2010 >



Maximum wind speed (km/h)

Line width refers to wind speed



LONDON BUSES

dotlinking.blogspot.com

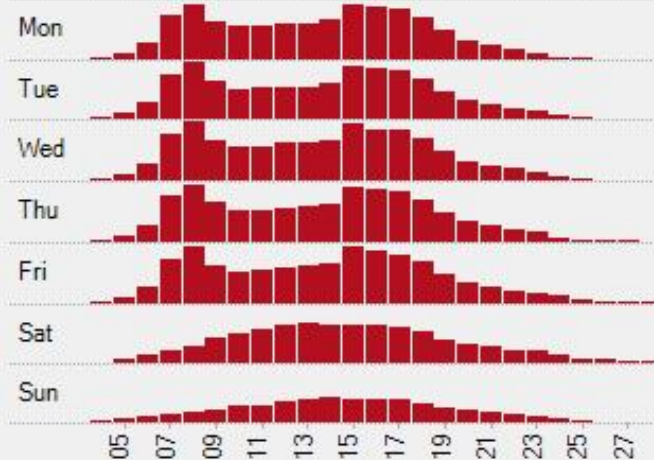


Route

11

Show Route/Show All

Click on show route/show all below to get Time-Day and Payment method breakdown for particular route or totals.



Bus & Tram Pass

7 Day

Child Free

1 Month

B&T Discount - 7 Day

PAYG

PAYG

Travelcard

LUL Travelcard-7 Day

LUL Travelcard-1 M..

Annual

Freedom Pass

Elderly

Disabled

Easiest to use business intelligence product on the market



“Tableau is the “sweetheart” of the Magic Quadrant”

— Gartner

“Tableau Software continues to set the standards...”

— Forrester

“Few, if any, other vendors have such enthusiastic customer bases”

— Gartner



What Customers Say

Top ranked Large International vendor in self service



Top ranked Large International vendor in agility



Top ranked Large International vendor in vendor support



Top ranked Large International vendor in project length



Top ranked Large International vendor in innovation



Top ranked Large International vendor in visual analysis



Top ranked Large International vendor in collaboration



Top ranked Large International vendor user recommendation



Top ranked Large International vendor in functional scope



Top ranked Large International vendor in business benefits achieved



Partners in Hungary



TERADATA

mitn

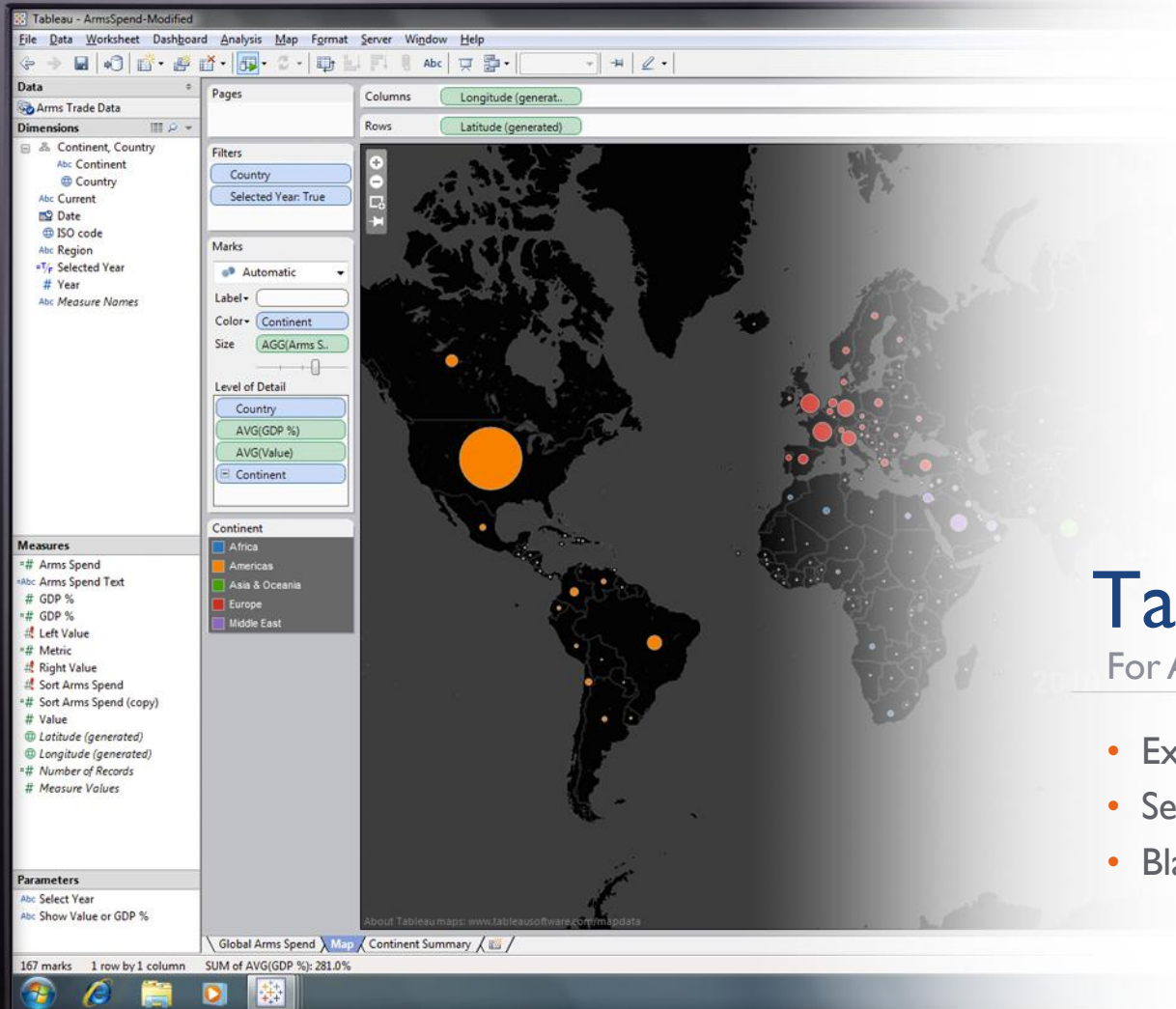


Tableau Desktop

For Anyone

- Explore and visualize data
- Self-service analytics for everyone
- Blazing speed against massive data

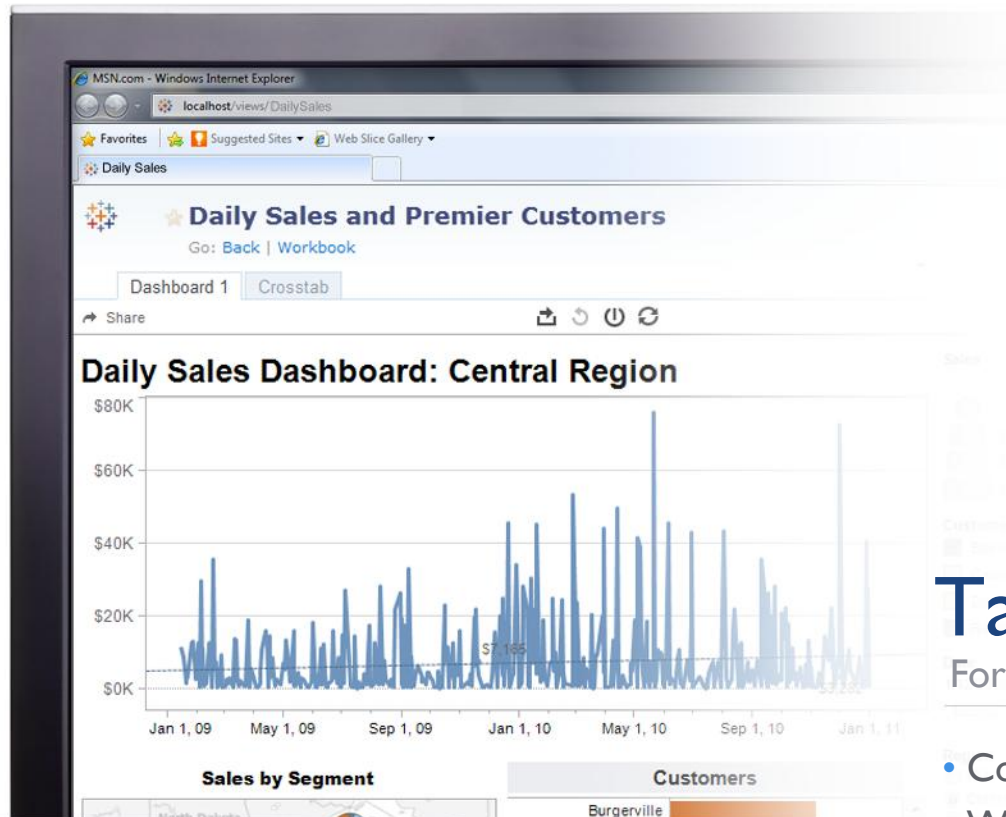
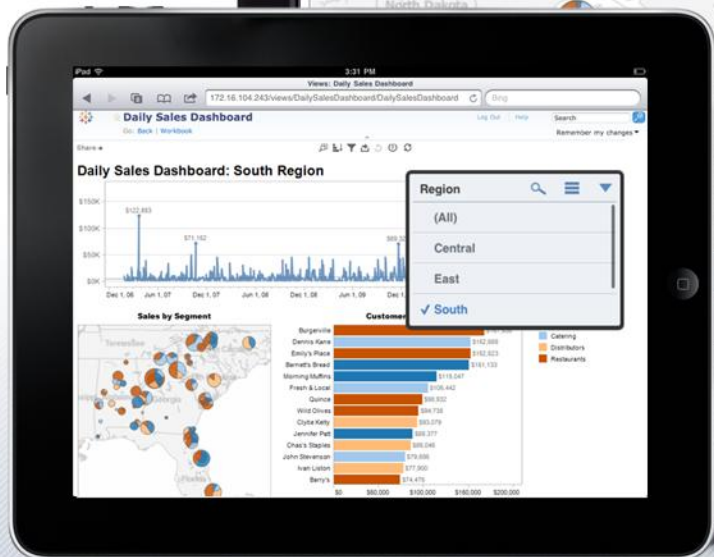
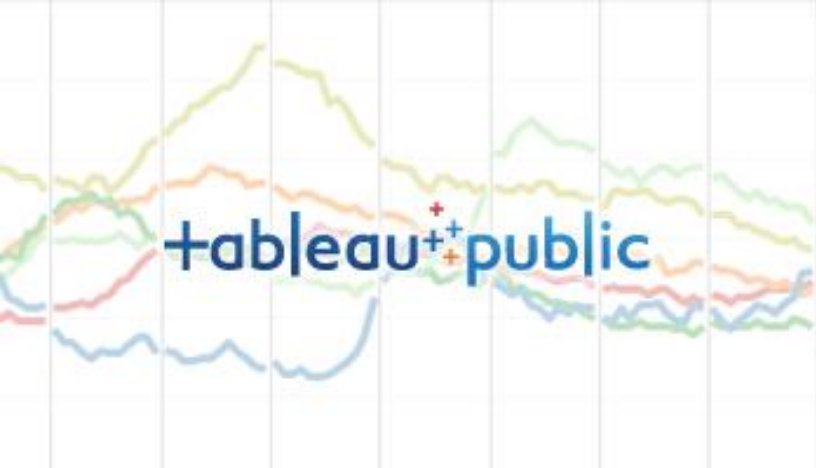


Tableau Server

For Organizations

- Complete business intelligence system
- Web dashboards and applications
- Secure information management
- Enterprise scalability





Who uses Tableau Public?

Tableau Public is for anyone who likes to post content to the web.



Bloggers



Journalists



Researchers



Advocates



Professors and Students

the guardian



Pan American
Health
Organization
Regional Office of the
World Health Organization

THE WALL STREET JOURNAL.



Difference in employment rates by age and gender

Country

Hungary

Year

2008

Sex

All persons

Men

Women

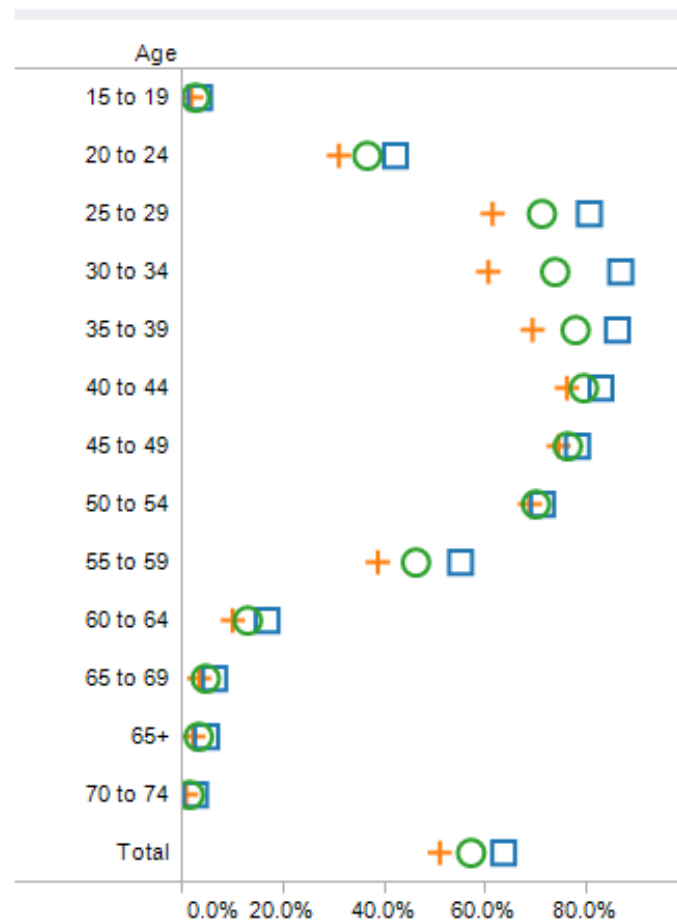
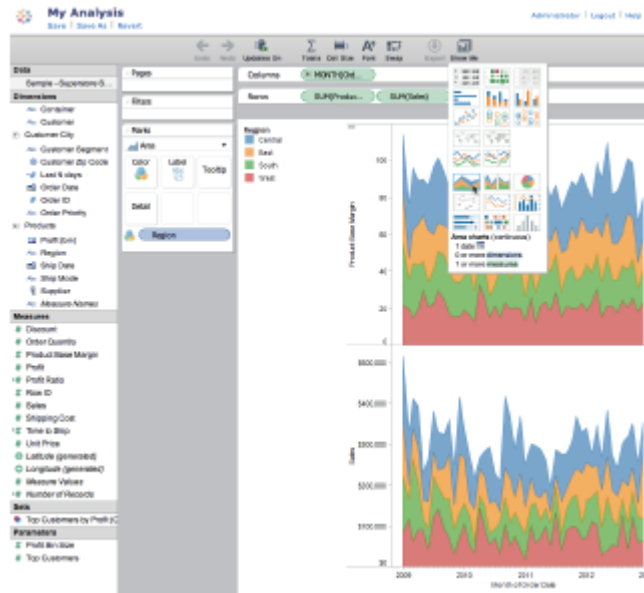
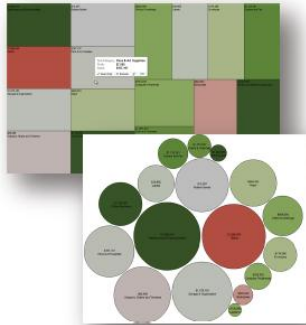


Tableau 8

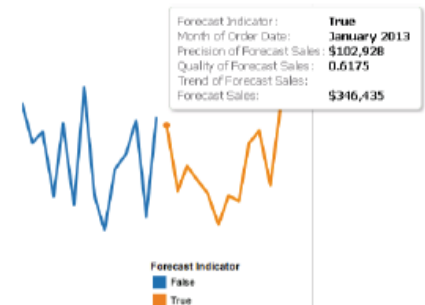
More visualizations

Highlights

Edit and author new visualizations by Web and Mobile



Forecasting



Thank you

Start your trial: <http://www.tableausoftware.com/products/trial>

- Free training: <http://www.tableausoftware.com/learn/training>
- Searchable support: <http://www.tableausoftware.com/support>
- Visual gallery: <http://www.tableausoftware.com/learn/gallery>

Piotr Jaworski

Sales Manager, Central-Eastern Europe

Tableau Software

t: 0044 (0) 208 3348260

e: pjaworski@tableausoftware.com

Skype: [ptrjaworski@gmail.com](https://www.skype.com/people/ptrjaworski)

LinkedIn: <http://www.linkedin.com/in/ptrjaworski>

